

# EVOH for Packaging Market Report: Trends, Forecast and Competitive Analysis to 2031

<https://marketpublishers.com/r/E7A80194CBFCEN.html>

Date: February 2025

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: E7A80194CBFCEN

## Abstracts

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### EVOH for Packaging Trends and Forecast

The future of the global EVOH for packaging market looks promising with opportunities in the food, personal care & cosmetic, family, and pharmaceutical markets. The global EVOH for packaging market is expected to grow with a CAGR of 4.8% from 2025 to 2031. The major drivers for this market are the growing demand for superior oxygen and moisture barrier solutions, increasing emphasis on extending shelf life and preserving product quality, and the rising preference for recyclable and eco-friendly packaging materials.

Lucintel forecasts that, within the type category, co-extruded film extrusion is expected to witness higher growth over the forecast period.

Within the application category, food will remain the largest segment.

In terms of regions, APAC is expected to witness the highest growth over the forecast period.

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### Emerging Trends in the EVOH for Packaging Market

The EVOH for packaging market is evolving with several emerging trends that reflect advancements in technology, sustainability, and consumer preferences. These trends are driving innovations in packaging solutions and shaping the future of the market.

**Increased Focus on Sustainability:** There is a growing trend towards developing EVOH materials that are recyclable or biodegradable. This shift is driven by consumer demand for sustainable packaging and stringent environmental regulations aimed at reducing plastic waste.

**Advancements in Barrier Properties:** Continuous improvements in EVOH resin technology are enhancing barrier properties, such as oxygen and moisture resistance. This trend is crucial for extending the shelf life of food products and maintaining product quality.

**Integration with Biodegradable Materials:** EVOH is increasingly being combined with biodegradable and compostable materials to create more environmentally friendly packaging solutions. This integration helps address environmental concerns and aligns with regulatory pressures.

**Smart Packaging Innovations:** The adoption of smart packaging technologies, including sensors and QR codes, is gaining traction. These innovations enhance product traceability, and consumer engagement, and provide additional information about the product's freshness and origin.

**Cost-Effective Solutions:** There is a trend towards developing cost-effective EVOH packaging solutions without compromising on performance. This is driven by the need to balance quality with affordability, especially in emerging markets with price-sensitive consumers.

Emerging trends in the EVOH for the packaging market, such as sustainability, advanced barrier properties, integration with biodegradable materials, smart packaging innovations, and cost-effective solutions, are reshaping the industry by addressing environmental concerns, enhancing performance, and meeting evolving consumer demands.

#### Recent Developments in the EVOH for Packaging Market

Recent developments in the EVOH for packaging market highlight advancements in technology, sustainability, and performance. These developments reflect the industry's response to evolving consumer preferences, regulatory requirements, and technological innovations.

**Development of High-Barrier EVOH Films:** Innovations in EVOH resin technology are leading to the creation of high-barrier films that offer superior

protection against oxygen and moisture. These advancements enhance the shelf life of packaged products and meet stringent food safety standards.

**Integration with Recyclable Materials:** There is a growing focus on integrating EVOH with recyclable materials to create more sustainable packaging solutions. This development addresses environmental concerns and aligns with regulatory pressures for reduced plastic waste.

**Advancements in Coating Technologies:** New coating technologies are being applied to EVOH films to improve their performance and durability. These advancements enhance the functionality of EVOH packaging, making it more suitable for a wide range of applications.

**Emergence of Biodegradable EVOH Solutions:** The market is witnessing the development of biodegradable EVOH solutions that aim to reduce environmental impact. These innovations help address consumer and regulatory demands for more eco-friendly packaging options.

**Improved Production Processes:** Advances in production processes are leading to more efficient and cost-effective manufacturing of EVOH films. These improvements help reduce production costs and make EVOH packaging more accessible to a broader range of industries.

Recent developments in the EVOH for the packaging market, including advancements in barrier properties, sustainability, coating technologies, biodegradable solutions, and production processes, are driving innovations and shaping the future of the industry.

#### Strategic Growth Opportunities for EVOH for Packaging Market

The EVOH for the packaging market presents several strategic growth opportunities across various applications. These opportunities are driven by evolving consumer preferences, technological advancements, and sustainability trends.

**Food and Beverage Industry:** The demand for high-barrier EVOH films in the food and beverage sector is a significant growth opportunity. EVOH's excellent oxygen and moisture barrier properties are crucial for extending shelf life and maintaining product quality.

**Pharmaceutical Packaging:** There is an opportunity to expand the use of EVOH in pharmaceutical packaging due to its ability to protect sensitive products from

environmental factors. Innovations in EVOH films can enhance drug safety and efficacy.

**Sustainable Packaging Solutions:** Developing recyclable and biodegradable EVOH materials presents growth opportunities in response to increasing environmental regulations and consumer demand for sustainable packaging solutions.

**Emerging Markets:** Expanding into emerging markets with cost-effective EVOH solutions offers growth potential. Tailoring EVOH packaging to meet local needs and price points can capture new market segments.

**Smart Packaging Applications:** The integration of smart technologies with EVOH packaging, such as sensors and QR codes, presents opportunities for enhancing product traceability and consumer engagement. These innovations can add value and differentiate products in the market.

Strategic growth opportunities in the EVOH for packaging market include expanding applications in food and beverage, pharmaceutical packaging, sustainable solutions, emerging markets, and smart packaging technologies. Companies that leverage these opportunities can drive growth and meet evolving market demands.

#### EVOH for Packaging Market Driver and Challenges

The EVOH for packaging market is influenced by various drivers and challenges that impact its growth and development. These factors include technological advancements, consumer preferences, and regulatory requirements.

The factors responsible for driving the EVOH for packaging market include:

1. **Demand for High-Barrier Packaging:** The need for packaging materials with superior barrier properties is driving the growth of EVOH. Its ability to extend shelf life and maintain product integrity is crucial for various applications, particularly in the food and beverage sector.
2. **Focus on Sustainability:** Increasing consumer and regulatory pressure for sustainable packaging solutions is driving the adoption of recyclable and biodegradable EVOH materials. This trend aligns with global efforts to reduce plastic waste and environmental impact.
3. **Technological Advancements:** Innovations in EVOH resin technology and production processes are enhancing the performance and cost-effectiveness of EVOH films. These advancements are driving market growth by improving product functionality and affordability.

4. **Growth in Packaging Applications:** The expansion of packaging applications across various industries, including food, pharmaceuticals, and personal care, is fueling demand for EVOH. Its versatility and performance make it suitable for a wide range of packaging needs.

5. **Rising Consumer Awareness:** Increasing consumer awareness of packaging quality and safety is driving demand for high-performance EVOH solutions. Consumers are seeking packaging that ensures product freshness and safety.

Challenges in the EVOH for packaging market are:

1. **High Production Costs:** The cost of producing advanced EVOH materials can be high, which may impact affordability and market adoption. Balancing performance with cost remains a challenge for manufacturers.

2. **Environmental Concerns:** Despite advancements, the use of plastics in EVOH packaging continues to raise environmental concerns. Addressing these concerns and finding viable alternatives is an ongoing challenge.

3. **Regulatory Compliance:** Navigating complex regulatory requirements related to packaging materials and waste management can be challenging. Ensuring compliance adds to the complexity and cost of developing EVOH packaging solutions.

The EVOH for packaging market is driven by factors such as demand for high-barrier packaging, sustainability, technological advancements, and growth in packaging applications. Challenges include high production costs, environmental concerns, and regulatory compliance. Addressing these drivers and challenges is essential for the market's continued growth and success.

List of EVOH Companies for Packaging Market

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. Through these strategies EVOH companies for packaging market cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the EVOH companies for packaging market profiled in this report include-

Kuraray Europe

Nippon Gohsei

KUREHA CORPORATION

Chang Chun

Arkema

EVAL Europe

Soarus

SCHUR Flexibles

Gantrade

Waldorf Technik

#### EVOH for Packaging by Segment

The study includes a forecast of the global EVOH for packaging market by type, application, and region.

EVOH for Packaging Market by Type [Analysis by Value from 2019 to 2031]:

Co-Extruded Film Extrusion

Monolayer Film Extrusion

EVOH for Packaging Market by Application [Analysis by Value from 2019 to 2031]:

Food

Personal Care & Cosmetics

Family

Pharmaceutical

Others

EVOH for Packaging Market by Region [Analysis by Value from 2019 to 2031]:

North America

Europe

Asia Pacific

The Rest of the World

### Country Wise Outlook for the EVOH for Packaging Market

The EVOH (Ethylene Vinyl Alcohol) for packaging market has seen significant developments driven by advancements in material science, growing demand for high-barrier packaging solutions, and increasing environmental regulations. EVOH is renowned for its excellent barrier properties, which are crucial for extending the shelf life of food products and maintaining product integrity. Recent innovations focus on improving performance characteristics, sustainability, and cost-effectiveness across various regions.

**United States:** In the U.S., the EVOH packaging market is advancing with an emphasis on enhancing barrier properties and recyclability. Innovations include developing EVOH films with improved oxygen and moisture barriers to meet stringent food safety standards. Companies are also exploring ways to integrate EVOH with biodegradable materials to align with increasing environmental regulations and consumer demand for sustainable packaging.

**China:** China's EVOH for packaging market is experiencing growth due to rising consumer demand for high-quality and long-lasting packaging solutions. Recent developments include advancements in EVOH resin technology to improve film performance and durability. Additionally, there is a strong push towards integrating EVOH with eco-friendly materials to address environmental concerns and comply with new regulations aimed at reducing plastic waste.

**Germany:** Germany is focusing on sustainability in EVOH packaging, with advancements in developing recyclable EVOH films and improving the material's environmental footprint. Innovations are geared towards reducing the carbon footprint of EVOH production and enhancing the recyclability of EVOH-based packaging. The market is also driven by regulatory pressures and consumer demand for eco-friendly packaging solutions.

**India:** In India, the EVOH for packaging market is expanding as a result of



increased demand from the food and beverage sector. Recent advancements include the development of cost-effective EVOH solutions that provide superior barrier properties while being economically viable for the growing Indian market. The emphasis is also on enhancing the performance of EVOH films to cater to the diverse needs of local industries.

Japan: Japan is leading in high-performance EVOH packaging solutions, with innovations focused on enhancing barrier properties and integrating advanced coating technologies. The market is characterized by a strong emphasis on precision and quality, with recent developments including EVOH films that offer superior protection for sensitive products. There is also a focus on reducing the environmental impact of EVOH production processes.

#### Features of the Global EVOH for Packaging Market

**Market Size Estimates:** EVOH for packaging market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2019 to 2024) and forecast (2025 to 2031) by various segments and regions.

**Segmentation Analysis:** EVOH for packaging market size by type, application, and region in terms of value (\$B).

**Regional Analysis:** EVOH for packaging market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different type, application, and regions of the EVOH for packaging market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the EVOH for packaging market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

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This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities of the EVOH for packaging market by type (co-extruded film extrusion and monolayer film extrusion), application (food, personal care & cosmetics, family, pharmaceutical, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges



and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL EVOH FOR PACKAGING MARKET : MARKET DYNAMICS**

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

### **3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2019 TO 2031**

3.1. Macroeconomic Trends (2019-2024) and Forecast (2025-2031)

3.2. Global EVOH for Packaging Market Trends (2019-2024) and Forecast (2025-2031)

3.3: Global EVOH for Packaging Market by Type

3.3.1: Co-Extruded Film Extrusion

3.3.2: Monolayer Film Extrusion

3.4: Global EVOH for Packaging Market by Application

3.4.1: Food

3.4.2: Personal Care & Cosmetics

3.4.3: Family

3.4.4: Pharmaceutical

3.4.5: Others

### **4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2019 TO 2031**

4.1: Global EVOH for Packaging Market by Region

4.2: North American EVOH for Packaging Market

4.2.1: North American Market by Type: Co-Extruded Film Extrusion and Monolayer Film Extrusion

4.2.2: North American Market by Application: Food, Personal Care & Cosmetics, Family, Pharmaceutical, and Others

4.3: European EVOH for Packaging Market

4.3.1: European Market by Type: Co-Extruded Film Extrusion and Monolayer Film Extrusion

4.3.2: European Market by Application: Food, Personal Care & Cosmetics, Family, Pharmaceutical, and Others

4.4: APAC EVOH for Packaging Market

4.4.1: APAC Market by Type: Co-Extruded Film Extrusion and Monolayer Film Extrusion

4.4.2: APAC Market by Application: Food, Personal Care & Cosmetics, Family, Pharmaceutical, and Others

4.5: ROW EVOH for Packaging Market

4.5.1: ROW Market by Type: Co-Extruded Film Extrusion and Monolayer Film Extrusion

4.5.2: ROW Market by Application: Food, Personal Care & Cosmetics, Family, Pharmaceutical, and Others

## **5. COMPETITOR ANALYSIS**

5.1: Product Portfolio Analysis

5.2: Operational Integration

5.3: Porter's Five Forces Analysis

## **6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS**

6.1: Growth Opportunity Analysis

6.1.1: Growth Opportunities of the Global EVOH for Packaging Market by Type

6.1.2: Growth Opportunities of the Global EVOH for Packaging Market by Application

6.1.3: Growth Opportunities of the Global EVOH for Packaging Market by Region

6.2: Emerging Trends in the Global EVOH for Packaging Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global EVOH for Packaging Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global EVOH for Packaging Market

6.3.4: Certification and Licensing

## **7. COMPANY PROFILES OF LEADING PLAYERS**

7.1: Kuraray Europe

7.2: Nippon Gohsei

7.3: KUREHA CORPORATION

7.4: Chang Chun

7.5: Arkema

7.6: EVAL Europe

7.7: Soarus

7.8: SCHUR Flexibles

7.9: Gantrade

7.10: Waldorf Technik

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